

What is claimed is:

1. A method, comprising:
5 receiving a telephone call having routing information from an originating party;
routing the telephone call to a terminating party based on the routing information;
determining an identity of the terminating party;
determining targeted marketing material based on the identity of the terminating
party; and

10 providing the targeted marketing material to the originating party.

15 2. The method of claim 1, wherein the telephone call is a toll-free telephone call.

20 ~~3.~~ An apparatus, comprising:

25 a processor; and
15 a memory in communication with the processor, the memory for storing a
plurality of processing instructions directing the processor to:
receive a telephone call having routing information from an originating
party;
route the telephone call to a terminating party based on the routing
information;
determine an identity of the terminating party;
determine targeted marketing material based on the identity of the
terminating party; and
provide the targeted marketing material to the originating party.

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